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TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Application Number	09/923,645
Filing Date	August 7, 2001
First Named Inventor	Henry E. Argasinski
Art Unit	2153
Examiner Name	Yasin M. Barqadle
Attorney Docket Number	9685-000001

Total Number of Pages in This Submission

ENCLOSURES ***(check all that apply)***

- ☒ Fee Transmittal Form
- ☐ Fee Attached
- ☐ Amendment / Reply
- ☐ After Final
- ☐ Affidavits/declaration(s)
- ☐ Extension of Time Request
- ☐ Express Abandonment Request
- ☐ Information Disclosure Statement
- ☐ Certified Copy of Priority Document(s)
- ☐ Response to Missing Parts/ Incomplete Application
- ☐ Response to Missing Parts under 37 CFR 1.52 or 1.53
- ☐ Drawing(s)
- ☐ Licensing-related Papers
- ☐ Petition
- ☐ Petition to Convert to a Provisional Application
- ☐ Power of Attorney, Revocation Change of Correspondence Address
- ☐ Terminal Disclaimer
- ☐ Request for Refund
- ☐ CD, Number of CD(s) _____
- ☐ After Allowance Communication to Technology Center (TC)
- ☐ Appeal Communication to Board of Appeals and Interferences
- ☐ Appeal Communication to TC **(Appeal Notice, Brief, Reply Brief)**
- ☐ Proprietary Information
- ☐ Status Letter
- ☒ Other Enclosure(s) *(please identify below)*:

  Appellant's Appeal Brief and Postcard;

Remarks: The Commissioner is hereby authorized to charge any additional fees that may be required under 37 CFR 1.16 or 1.17 to Deposit Account No. 08-0750. A duplicate copy of this sheet is enclosed.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm *or* Individual name	Harness, Dickey & Pierce, P.L.C.	Attorney Name Michael Malinzak	Reg. No. 43,770
Signature			
Date	January 3, 2007		

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OIPE JAN 03 2007 IAP81 PATENT & TRADEMARK OFFICE

FEE TRANSMITTAL for FY 2006

Effective 2/8/2006. Patent fees are subject to annual revision.

☒ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT ($) 250

Complete if Known	
Application Number	09/923,645
Filing Date	August 7, 2001
First Named Inventor	Henry E. Argasinski
Examiner Name	Yasin M. Barqadle
Art Unit	2153
Attorney Docket No.	9685-000001

METHOD OF PAYMENT *(check all that apply)*

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None

☒ Deposit Account:

Deposit Account Number: 08-0750

Deposit Account Name: Harness, Dickey & Pierce, PLC

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☐ Charge fee(s) indicated below ☒ Credit any overpayments
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FEE CALCULATION

1. BASIC FILING FEE

Large Entity Fee Code	Large Entity Fee ($)	Small Entity Fee Code	Small Entity Fee ($)	Fee Description	Fee Paid
1011	300	2011	150	Utility filing fee	
1012	200	2012	100	Design filing fee	
1013	200	2013	100	Plant filing fee	
1014	300	2014	150	Reissue filing fee	
1005	200	2005	100	Provisional filing fee	

SUBTOTAL (1) ($) 0

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

			Extra Claims		Fee from below		Fee Paid
Total Claims		-20 ** =	0	X		=	0
Independent Claims		-3 ** =	0	X		=	0
Multiple Dependent						=	0

Large Entity Fee Code	Large Entity Fee ($)	Small Entity Fee Code	Small Entity Fee ($)	Fee Description
1202	50	2202	25	Claims in excess of 20
1201	200	2201	100	Independent claims in excess of 3
1203	360	2203	180	Multiple dependent claim, if not paid
1204	200	2204	100	** Reissue independent claims over original patent
1205	50	2205	25	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) ($) 0

**or number previously paid, if greater; For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Fee Code	Large Entity Fee ($)	Small Entity Fee Code	Small Entity Fee ($)	Fee Description	Fee Paid
1051	130	2051	65	Surcharge - late filing fee or oath	
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet.	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	For filing a request for reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	
1251	120	2251	60	Extension for reply within first month	
1252	450	2252	225	Extension for reply within second month	
1253	1020	2253	510	Extension for reply within third month	
1254	1,590	2254	795	Extension for reply within fourth month	
1255	2,160	2255	1080	Extension for reply within fifth month	
1401	500	2401	250	Notice of Appeal	
1402	500	2402	250	Filing a brief in support of an appeal	250
1403	1000	2403	500	Request for oral hearing	
1452	500	2452	250	Petition to revive – unavoidable	
1453	1500	2453	750	Petition to revive – unintentional	
1462	400	1462	400	Petition fee under 37 CFR 1.17(f)	
1463	200	1463	200	Petition fee under 37 CFR 1.17(g)	
1464	130	1464	130	Petition fee under 37 CFR 1.17(h)	
1807	50	1807	50	Processing fee under 37 CFR 1.17 (q)	
1806	180	1806	180	Submission of Information Disclosure Stmt	
8021	40	8021	40	Recording each patent assignment per property (times number of properties)	
1809	790	2809	395	Filing a submission after final rejection (37 CFR § 1.129(a))	
1810	790	2810	395	For each additional invention to be examined (37 CFR § 1.129(b))	
1801	790	2801	395	Request for Continued Examination (RCE)	
				Other fee (specify) ____	

*Reduced by Basic Filing Fee Paid SUBTOTAL (3) ($)250

4. SEARCH/EXAMINATION FEES

1111	500	2111	250	Utility Search Fee	
1112	100	2112	50	Design Search Fee	
1113	300	2113	150	Plant Search Fee	
1114	500	2114	250	Reissue Search Fee	
1311	200	2311	100	Utility Examination Fee	
1312	130	2312	65	Design Examination Fee	
1313	160	2313	80	Plant Examination Fee	
1314	600	2314	300	Reissue Examination Fee	

SUBTOTAL (4) ($)0

SUBMITTED BY Complete *(if applicable)*

Name (Print/Type)	Michael Malinzak	*Registration No. (Attorney/Agent)*	43,770	*Telephone*	(248) 641-1600
Signature				*Date*	January 3, 2007

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.:	09/923,645
Filing Date:	August 7, 2001
Applicant:	Henry E. Argasinski
Group Art Unit:	2153
Examiner:	Yasin M. Barqadle
Title:	METHOD AND SYSTEM FOR VIRTUAL WINDOW SHOPPING
Attorney Docket:	9685-000001

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

APPELLANT'S APPEAL BRIEF

This Appeal is filed under 37 C.F.R. § 41.31 from the Final Rejection of Claims 2-9, 11-13, 15-17, and 21-23, as provided in the Final Office Action mailed May 3, 2006. The Notice of Appeal was filed November 3, 2006 with a Pre-Appeal Brief Request for Review. The Notice of Panel Decision from Pre-Appeal Brief Review was mailed November 28, 2006.

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I. REAL PARTY IN INTEREST

The real party in interest is Henry E. Argasinski.

II. RELATED APPEALS AND INTERFERENCES

There are no other prior or pending appeals, interferences, or judicial proceedings known to Appellant or Appellant's legal representative which may be related to, may directly affect, may be directly affected by, or may have a bearing on the Board's decision in the pending appeal.

III. STATUS OF CLAIMS

Claims 2-9, 11-13, 15-17, and 21-23 stand rejected and are being appealed.

IV. STATUS OF AMENDMENTS

An Amendment was filed on September 5, 2006 subsequent to final rejection. The Amendment was not entered, as stated in the Advisory Action mailed October 13, 2006.

V. SUMMARY OF CLAIMED SUBJECT MATTER

An explanation of the subject matter defined in each of the independent claims involved in the appeal follows. References to the Specification are made by page number, paragraph number, and paragraph line number of the original application. In addition, reference is made to an amendment to the Specification made in the Amendment mailed on August 8, 2005. The Specification was amended to include

language from Appellant's provisional application which was incorporated by reference in the pending application.

A. INDEPENDENT CLAIM 21

Claim 21 recites a method comprising transposing an actual image of a group of adjacent storefronts along a city block as a navigable image within an internet site. *See* p. 4, paragraph [0015] to p. 5, paragraph [0017], and Figure 2 of the original application and p. 2, paragraph [0015.1] of the Amendments to the Specification. Specifically, Figure 2 shows a group of adjacent storefronts along a city block. Paragraph [0017], line numbers 1 to 3, explain that the detailed graphical view of the retail location 38 includes an actual image of the retail location, which has been transposed as a navigable image within the internet site. The internet site is explained in paragraph [0015], line numbers 1 to 5. Paragraph [0015.1], line numbers 4-6, explain that storefronts may be represented through photographs and stitched together to form a city block.

Claim 21 also recites allowing a user to scroll a point of view of said navigable image left or right within said internet site by moving said point of view of said navigable image in a direction along said city block while maintaining said point of view directed toward said group of adjacent storefronts. *See* p. 4, paragraph [0015] to p. 5, paragraph [0017] and Figure 2 of the original application and p. 2, paragraph [0015.1] of the Amendments to the Specification. Specifically, paragraph [0015.1], line numbers 6-8, explain that the representation provided would have the ability to move the point of view from left to right (or reverse) to give the viewer an impression of walking down a

street. Figure 2 shows navigational buttons 41, including "GO LEFT 1 BLOCK" and "GO RIGHT 1 BLOCK" for moving the point of view along the city block to the left or right by one block. Paragraph [0017], line numbers 7-8, explain that as the virtual shopper navigates, the images scroll to provide the feel of walking through the retail the location.

Claim 21 also recites providing customer selectable links within said navigable image. *See* p. 5, paragraph [0018] and Figure 2 of the original application. Specifically, paragraph [0018], lines 1 to 3, explain that intermittently dispersed throughout the images of the retail location 38 are links, or "hot-spots" 42, which the virtual shopper may "click-on" or otherwise select.

B. INDEPENDENT CLAIM 22

Claim 22 recites a method comprising providing a navigable image of a group of adjacent storefronts along a city block. *See* p. 4, paragraph [0015] to p. 5, paragraph [0017], and Figure 2 of the original application and p. 2, paragraph [0015.1] of the Amendments to the Specification. Specifically, Figure 2 shows a group of adjacent storefronts along a city block. Paragraph [0017], line numbers 1 to 3, explain that the detailed graphical view of the retail location 38 includes an actual image of the retail location, which has been transposed as a navigable image. Paragraph [0015.1], line numbers 4-6, explain that storefronts may be represented through photographs and stitched together to form a city block.

Claim 22 also recites scrolling a point of view of said navigable image left or right within an internet site by moving said point of view of said navigable image in a direction

along said city block while maintaining said point of view directed toward said group of adjacent storefronts. *See* p. 4, paragraph [0015] to p. 5, paragraph [0017] and Figure 2 of the original application and p. 2, paragraph [0015.1] of the Amendments to the Specification. Specifically, paragraph [0015.1], line numbers 6-8, explain that the representation provided would have the ability to move the point of view from left to right (or reverse) to give the viewer an impression of walking down a street. Figure 2 shows navigational buttons 41, including "GO LEFT 1 BLOCK" and "GO RIGHT 1 BLOCK" for moving the point of view along the city block to the left or right by one block. Paragraph [0017], line numbers 7-8, explain that as the virtual shopper navigates, the images scroll to provide the feel of walking through the retail the location. Paragraph [0017], line numbers 1 to 3, explain that the detailed graphical view of the retail location 38 includes an actual image of the retail location, which has been transposed as a navigable image within the internet site. The internet site is explained in paragraph [0015], line numbers 1 to 5.

Claim 22 also recites communicating between a remote computer and said internet site to navigate said navigable image and select links within said navigable image. *See* pp. 3 to 4, paragraph [0014], p. 5, paragraph [0017] to p. 6, paragraph [0018], and Figures 1 and 2 of the original application. Specifically, paragraph [0014], lines 12 to 15, explain that the server 12 is programmed to host an internet site. Paragraph [0017], lines 1 to 11, explain navigation of the navigable image. Paragraph [0018], lines 1 to 5, explain selection of links within the navigable image.

C. INDEPENDENT CLAIM 23

Claim 23 recites a method comprising scrolling images of an actual location as a navigable image on a website. *See* p. 4, paragraph [0015] to p. 5, paragraph [0017], and Figures 1 and 2 of the original application, and p. 2, paragraph [0015.1] of the Amendments to the Specification. Specifically, paragraph [0017], lines 7 to 11, explain that the images scroll to provide the feel of walking through the retail location. Paragraph [0015], lines 1 to 10, explain that the internet site is enabled for the virtual shopper to select a desired, regional retail location for navigating a graphical representation of the retail location.

Claim 23 also recites navigating said navigable image in a left or right manner by communicating commands from a remote computer to a server computer hosting said website that move a point of view of said navigable image in a direction along actual store window displays while maintaining said point of view directed toward said actual store window displays to give a viewer an impression of walking down a street or strolling through a mall while viewing said actual store window displays. *See* p. 3, paragraph [0014] to p. 5, paragraph [0017] of the original application, and p. 2, paragraph [0015.1] of the Amendments to the Specification. Specifically, paragraph [0015.1] explains that the representation has the ability to move the point of view from left to right (or reverse) to give the viewer an impression of walking down a street or strolling through a mall. Paragraph [0015], lines 7 to 10, explain that the internet site provides a series of command buttons 41 that the virtual shopper selectively manipulates to navigate the retail location. Figure 2 shows navigational buttons 41, including "GO LEFT 1 BLOCK" and "GO RIGHT 1 BLOCK" for moving the point of view along the city block to the left or right by one block. Paragraph [0017], line numbers 7-

8, explain that as the virtual shopper navigates, the images scroll to provide the feel of walking through the retail the location. Paragraph [0014], lines 12 to 15, explain that the server 12 is programmed to host an internet site. Paragraph [0017], lines 1 to 11, explains navigation of the navigable image.

VI. GROUNDS FOR REJECTION TO BE REVIEWED ON APPEAL

Claims 2-9, 11-13, 15-17, and 21-23 stand rejected under 35 U.S.C. § 102(e) as being anticipated by Ferreira U.S. Pub. No. 2001/0034661. *See* Final Office Action mailed May 3, 2006. This ground for rejection is to be reviewed on appeal.

VII. ARGUMENT

To anticipate a claim, a reference must teach each and every element of the claim. MPEP § 2131. The "identical invention must be shown in as complete detail as is contained in the claim." *Id., citing Richardson v. Suzuki Motor Co.,* 868 F.2d 1226, 1236 (Fed. Cir. 1989). The "elements must be arranged as required by the claim." MPEP § 2131 *citing In re Bond*, 910 F.2d 831 (Fed. Cir. 1990). As described in more detail below, the Ferreira reference does not teach each and every element of claims 2-9, 11-13, 15-17, and 21-23 and does not show the identical invention in as complete detail as, and arranged as required by, claims 2-9, 11-13, 15-17, and 21-23.

The Ferreira reference does not teach or suggest scrolling a point of view of a navigable image left or right within an internet site by moving the point of view in a direction along a city block while maintaining the point of view directed toward a group of adjacent storefronts of the city block. Rather, Ferreira discloses simple rotational

movement of a camera around a stationary point. The Examiner's argument that the rotational camera movement of Ferreira is anticipatory confuses movement of the "point of view" along a city block with rotational movement of a camera on a stationary point. In Ferreira, the point of view is fixed during camera rotation. The point of view is not moved left or right "along a city block." The Examiner's interpretation ignores the claim's recitation of movement of the "point of view" in a direction "along a city block" and incorrectly equates the recited movement of the "point of view" with Ferreira's rotational camera movement.

For purposes of argument, dependent claims are grouped with their respective independent claims.

A. APPELLANT PREDATES ANY NEW MATTER NOT DISCLOSED IN FERREIRA'S PROVISIONAL APPLICATION NO. 60/182,282.

At the outset, Appellant notes that, pursuant to the Declaration of January 18, 2005, Appellant completed the invention in this country prior to February 14, 2001, which is the effective date of U.S. Pub. No. 2001/0034661 to Ferreira. While the Ferreira utility patent application claims the benefit of Ferreira's provisional patent application No. 60/182,282 filed February 14, 2000, to the extent the utility application includes new matter not disclosed in the provisional application, Appellant pre-dates the new matter.

B. INDEPENDENT CLAIM 21 AND DEPENDENT CLAIMS 2-9

Claim 21 recites a method comprising: transposing an actual image of a group of adjacent storefronts along a city block as a navigable image within an internet site;

allowing a user to scroll a point of view of said navigable image left or right within said internet site by moving said point of view of said navigable image in a direction along said city block while maintaining said point of view directed toward said group of adjacent storefronts; and providing customer selectable links within said navigable image. The Ferreira reference does not teach allowing a user to scroll a point of view of said navigable image left or right within said internet site by moving said point of view of said navigable image in a direction along said city block while maintaining said point of view directed toward said group of adjacent storefronts.

Compared to Ferreira, the following aspects of these claim limitations are distinctive: the point of view is moved in a direction along the city block; and the point of view is directed toward the group of adjacent storefronts while it is moved. Ferreira does not teach this type of navigation. As supported by Appellant's specification, it is the movement of the point of view in this manner, in a direction along the city block while directed toward the city block, that gives the viewed the impression of walking down a street while viewing the storefronts. *See* Specification, paragraph [0015.1]. In other words, viewing storefronts while walking down the street would require one to walk with one's head turned over one's shoulder, in the direction of the storefronts. This is the impression given by allowing a user to scroll the point of view left or right by moving the point of view in a direction along the city block while maintaining the point of view directed toward the group of adjacent storefronts of the city block.

Ferreira, on the other hand, describes movement of a stationary camera around a fixed point. *See* Ferreira utility application, U.S. Pub. No. 2001/0034661, p. 6 [0071]; and Ferreira provisional, p. 5. Specifically, the Ferreira utility application provides:

> The navigation may take place in a smooth and continuous manner, giving the user the impression of actual movement. ***That is, the user may feel that he or she is actually moving his or her head to get a different view of the city block.***

Ferreira utility app., p. 6, [0071] (emphasis added).

> The Ferreira provisional application similarly provides:
>
> "Web-surfers will be able to use their mouse (or the arrows on their keyboard) to move the camera ***around***. Simply clicking on the image and holding down either the left or right mouse button will alter the camera's perspective and create the appearance of movement. Camera functionality will include: pan left, pan right, pan up, and pan down, or any combination thereof, and zoom in and out."

Ferreira provisional app., p. 5 (emphasis added).

The camera movement described by Ferreira is "around" a fixed camera point. This is clear from the camera controls: pan left, pan right, pan up, and pan down. In Ferreira, when the camera pans up, the camera simply tilts back and points upward, as opposed to the camera raising off the ground toward the sky. When the camera pans down, the camera simply tilts forward and points downward, as opposed to the camera dropping down into the ground. Likewise, when the camera pans left or pans right, the camera simply rotates to the left or to the right from the viewer's fixed location. As made clear by the utility application, this fixed point rotational movement is akin to moving the viewer's head around.

This is not the function of the method recited by claim 21, which recites allowing a user to scroll a point of view left or right by moving the point of view in a direction along a city block while maintaining the point of view directed toward a group of adjacent storefronts. In other words, rotation of a camera on a fixed point does not amount to movement of the "point of view" along a city block, right or left.

The Examiner's argument that the rotational camera movement of Ferreira is anticipatory of the method of claim 21 confuses movement of the "point of view" along a city block, as recited by Appellant's claim 21, with rotational movement of a camera at a stationary point. In Ferreira, a user may rotate the camera to move a viewing window left or right. *See* Ferreira utility app., p. 6, [0071]; Ferreira provisional app., p. 5. In Ferreira, however, the point of view is fixed during rotation. More specifically, the point of view is not moved "along a city block" as recited by claim 21. As noted above, to anticipate a claim a reference must teach "each and every element" of the claim. MPEP § 2131. The Examiner's interpretation, however, ignores the claim's recitation of movement of the "point of view" in a direction "along a city block" and incorrectly equates the recited movement of the "point of view" with Ferreira's rotational camera movement.

To move the camera to another fixed point location in Ferreira, there is a hyperlink at the end of every block or "street horizon." See Ferreira provisional application, p. 3. Once the camera is relocated, the camera may again be rotated around the new fixed point. See Ferreira provisional application, pp. 3, 5. This type of movement similarly does not teach scrolling a point of view left or right by moving the point of view in a direction along a city block while maintaining the point of view directed toward a group of adjacent storefronts.

Ferreira also teaches a zoom operation. See Ferreira provisional application, p. 5; and Ferreira utility app., p. 6, [0071]. The Ferreira zoom operation is not anticipatory of scrolling a point of view by moving the point of view in a direction along a city block while maintaining the point of view directed toward a group of adjacent storefronts.

During a zoom operation, the point of view remains stationary, while a center portion of the image is enlarged. Such an operation does not include movement of a point of view along a city block or scrolling left or right.

For these reasons, Ferreira fails to teach each and every element of claim 21. Appellant notes that claims 2-9 depend either directly or indirectly from claim 21. Thus, all of the above arguments with regard to claim 21 apply to claims 2-9 as well. Therefore, Appellant respectfully requests a complete reversal of the Examiner's rejection of claims 21 and 2-9.

C. INDEPENDENT CLAIM 22 AND DEPENDENT CLAIMS 11-13

Claim 22 recites a method comprising: providing a navigable image of a group of adjacent storefronts along a city block; scrolling a point of view of said navigable image left or right within an internet site by moving said point of view of said navigable image in a direction along said city block while maintaining said point of view directed toward said group of adjacent storefronts; and communicating between a remote computer and said internet site to navigate said navigable image and select links within said navigable image. The Ferreira reference does not teach each and every element of claim 22 and does not show the identical method in as complete detail, arranged as required by the claim. Specifically, Ferreira does not teach scrolling a point of view of said navigable image left or right within an internet site by moving said point of view of said navigable image in a direction along said city block while maintaining said point of view directed toward said group of adjacent storefronts.

Compared to Ferreira, the following aspects of these claim limitations are distinctive: the "point of view" is moved in a direction along the city block; and the "point of view" is directed toward the group of adjacent storefronts while it is moved. Ferreira does not teach this type of navigation. As supported by Appellant's specification, it is the movement of the point of view in this manner, in a direction along the city block while directed toward the city block, that gives the viewed the impression of walking down a street while viewing the storefronts. *See* Specification, paragraph [0015.1]. In other words, viewing storefronts while walking down the street would require one to walk with one's head turned over one's shoulder, in the direction of the storefronts. This is the impression given by scrolling the point of view left or right by moving the point of view in a direction along the city block while maintaining the point of view directed toward the group of adjacent storefronts of the city block.

Ferreira, on the other hand, describes movement of a stationary camera around a fixed point. *See* Ferreira utility application, U.S. Pub. No. 2001/0034661, p. 6 [0071]; and Ferreira provisional, p. 5. Specifically, the Ferreira utility application provides:

> The navigation may take place in a smooth and continuous manner, giving the user the impression of actual movement. ***That is, the user may feel that he or she is actually moving his or her head to get a different view of the city block.***

Ferreira utility app., p. 6, [0071] (emphasis added).

The Ferreira provisional application similarly provides:

> "Web-surfers will be able to use their mouse (or the arrows on their keyboard) to move the camera ***around***. Simply clicking on the image and holding down either the left or right mouse button will alter the camera's perspective and create the appearance of movement. Camera functionality will include: pan left, pan right, pan up, and pan down, or any combination thereof, and zoom in and out."

Ferreira provisional app., p. 5 (emphasis added).

The camera movement described by Ferreira is "around" a fixed camera point. This is clear from the camera controls: pan left, pan right, pan up, and pan down. In Ferreira, when the camera pans up, the camera simply tilts back and points upward, as opposed to the camera raising off the ground toward the sky. When the camera pans down, the camera simply tilts forward and points downward, as opposed to the camera dropping down into the ground. Likewise, when the camera pans left or pans right, the camera simply rotates to the left or to the right from the viewer's fixed location. As made clear by the utility application, this fixed point rotational movement is akin to moving the viewer's head around.

This is not the function of the method recited by claim 22, which recites scrolling a point of view left or right by moving the point of view in a direction along a city block while maintaining the point of view directed toward a group of adjacent storefronts. In other words, rotation of a camera on a fixed point does not amount to movement of the "point of view" along a city block, right or left.

The Examiner's argument that the rotational camera movement of Ferreira is anticipatory of the method of claim 22 confuses movement of the "point of view" along a city block, as recited by Appellant's claim 22, with rotational movement of a camera around a fixed point. In Ferreira, a user may rotate the camera to move a viewing window left or right. *See* Ferreira utility app., p. 6, [0071] ; Ferreira provisional app., p. 5. In Ferreira, however, the point of view is fixed and stationary while it rotates. More specifically, the point of view is not moved "along a city block" as recited by claim 22. As noted above, to anticipate a claim a reference must teach "each and every element"

of the claim. MPEP § 2131. The Examiner's interpretation, however, ignores the claim's recitation of movement of the "point of view" in a direction "along a city block" and incorrectly equates the recited movement of the "point of view" with Ferreira's rotational camera movement.

To move the camera to another fixed point location in Ferreira, there is a hyperlink at the end of every block or "street horizon." See Ferreira provisional application, p. 3. Once the camera is relocated, the camera may again be rotated around the new fixed point. See Ferreira provisional application, p. 3, 5. This type of movement similarly does not teach scrolling a point of view left or right by moving the point of view in a direction along a city block while maintaining the point of view directed toward a group of adjacent storefronts.

Ferreira also teaches a zoom operation. See Ferreira provisional application, p. 5; and Ferreira utility app., p. 6, [0071]. The Ferreira zoom operation is not anticipatory of scrolling a point of view by moving the point of view in a direction along a city block while maintaining the point of view directed toward a group of adjacent storefronts. During a zoom operation, the point of view remains stationary, while a center portion of the image is enlarged. Such an operation does not include movement of a point of view along a city block or scrolling left or right.

For these reasons, Ferreira fails to teach each and every element of claim 22. Appellant notes that claims 11-13 depend either directly or indirectly from claim 22. Thus, all of the above arguments with regard to claim 22 apply to claims 11-13 as well. Therefore, Appellant respectfully requests a complete reversal of the Examiner's rejection of claims 22 and 11-13.

D. INDEPENDENT CLAIM 23 AND DEPENDENT CLAIMS 15-17

Claim 23 recites a method comprising: scrolling images of an actual location as a navigable image on a website; and navigating said navigable image in a left or right manner by communicating commands from a remote computer to a server computer hosting said website that move a point of view of said navigable image in a direction along actual store window displays while maintaining said point of view directed toward said actual store window displays to give a viewer an impression of walking down a street or strolling through a mall while viewing said actual store window displays. The Ferreira reference does not teach each and every element of claim 23 and does not show the identical method in as complete detail, arranged as required by the claim. Specifically, Ferreira does not teach navigating said navigable image in a left or right manner by communicating commands that move a point of view of said navigable image in a direction along actual store window displays while maintaining said point of view directed toward said actual store window displays to give a viewer an impression of walking down a street or strolling through a mall while viewing said actual store window displays.

Compared to Ferreira, the following aspects of these claim limitations are distinctive: the "point of view" is moved in a direction along actual store window displays; the "point of view" is directed toward the actual store window displays while it is moved; and the viewer is given an impression of walking down a street or strolling through a mall while viewing said actual store window displays. Ferreira does not teach this type of navigation. In other words, viewing actual store window displays while

walking down the street would require one to walk with one's head turned over one's shoulder, in the direction of the store window displays. This is the impression given by navigating the navigable image in a left or right manner by moving the point of view in a direction along the actual store window displays while maintaining the point of view directed toward the actual store window displays.

Ferreira describes movement of a stationary camera around a fixed point. *See* Ferreira utility application, U.S. Pub. No. 2001/0034661, p. 6 [0071]; and Ferreira provisional, p. 5. Specifically, the Ferreira utility application provides:

> The navigation may take place in a smooth and continuous manner, giving the user the impression of actual movement. ***That is, the user may feel that he or she is actually moving his or her head to get a different view of the city block.***

Ferreira utility app., p. 6, [0071] (emphasis added).

The Ferreira provisional application similarly provides:

> "Web-surfers will be able to use their mouse (or the arrows on their keyboard) to move the camera ***around***. Simply clicking on the image and holding down either the left or right mouse button will alter the camera's perspective and create the appearance of movement. Camera functionality will include: pan left, pan right, pan up, and pan down, or any combination thereof, and zoom in and out."

Ferreira provisional app., p. 5 (emphasis added).

The camera movement described by Ferreira is "around" a fixed camera point. This is clear from the camera controls: pan left, pan right, pan up, and pan down. In Ferreira, when the camera pans up, the camera simply tilts back and points upward, as opposed to the camera raising off the ground toward the sky. When the camera pans down, the camera simply tilts forward and points downward, as opposed to the camera dropping down into the ground. Likewise, when the camera pans left or pans right, the

camera simply rotates to the left or to the right from the viewer's fixed location. As made clear by the utility application, this fixed point rotational movement is akin to moving the viewer's head around.

This is not the function of the method recited by claim 23, which recites moving a point of view in a direction along actual store window displays while maintaining the point of view directed toward the actual store window displays to give an impression of walking down a street or strolling through a mall while viewing said actual store window displays. In other words, rotation of a camera on a fixed point does not amount to movement of the "point of view" along a city block, right or left.

The Examiner's argument that the rotational camera movement of Ferreira is anticipatory of the method of claim 23 confuses movement of the "point of view" along actual store window displays, as recited by Appellant's claim 23, with rotational movement of a camera around a fixed point. In Ferreira, a user may rotate the camera to move a viewing window left or right. *See* Ferreira utility app., p. 6, [0071] ; Ferreira provisional app., p. 5. In Ferreira, however, the point of view is fixed and stationary while it rotates. More specifically, the point of view is not moved "along actual store window displays" as recited by claim 23. As noted above, to anticipate a claim a reference must teach "each and every element" of the claim. MPEP § 2131. The Examiner's interpretation, however, ignores the claim's recitation of movement of the "point of view" in a direction "along actual store window displays" and incorrectly equates the recited movement of the "point of view" with Ferreira's rotational camera movement.

To move the camera to another fixed point location in Ferreira, there is a hyperlink at the end of every block or "street horizon." See Ferreira provisional application, p. 3. Once the camera is relocated, the camera may again be rotated around the new fixed point. See Ferreira provisional application, pp. 3, 5. This type of movement similarly does not teach moving the point of view in a direction along actual store window displays while maintaining the point of view directed toward the actual store window displays.

Ferreira also teaches a zoom operation. See Ferreira provisional application, p. 5; and Ferreira utility app., p. 6, [0071]. The Ferreira zoom operation is not anticipatory of moving a point of view in a direction along actual store window displays while maintaining the point of view directed toward the actual store window displays. During a zoom operation, the point of view remains stationary, while a center portion of the image is enlarged. Such an operation does not include movement of a point of view along actual store window displays or scrolling left or right.

For these reasons, Ferreira fails to teach each and every element of claim 23. Appellant notes that claims 15-17 depend either directly or indirectly from claim 23. Thus, all of the above arguments with regard to claim 23 apply to claims 15-17 as well. Therefore, Appellant respectfully requests a complete reversal of the Examiner's rejection of claims 23 and 15-17.

VIII. CLAIMS APPENDIX

LISTING OF CLAIMS

1. (cancelled)

2. (previously presented) The method of claim 21, further comprising:

transposing an actual image of an interior of a particular retailer of said group of adjacent storefronts as an alternative navigable image within said internet site; and

providing customer selectable links within said alternative navigable image for providing detailed information of said particular retailer.

3. (previously presented) The method of claim 21, further comprising:

providing customer selectable links within said navigable image for providing detailed information of particular goods of a particular retailer.

4. (previously presented) The method of claim 2, further comprising:

providing customer selectable links within said alternative navigable image for providing detailed information of particular goods of said particular retailer.

5. (previously presented) The method of claim 21, wherein said group of adjacent storefronts is a downtown area of a community.

6. (previously presented) The method of claim 21, wherein said group of adjacent storefronts is a shopping center.

7. (previously presented) The method of claim 21, wherein said group of adjacent storefronts is a strip mall.

8. (previously presented) The method of claim 21, further comprising:

providing a purchasing interface whereby the remote customer may arrange for remote purchase of one of goods and services.

9. (previously presented) The method of claim 2, further comprising providing a customer perspective of said alternative navigable image and allowing a customer to virtually walk through said interior of said particular retailer of said group of adjacent storefronts.

10. (cancelled)

11. (previously presented) The method of claim 22, further comprising transposing actual images of said group of adjacent storefronts as said navigable image.

12. (previously presented) The method of claim 22, wherein said links provide detailed information for goods, services or a business.

13. (previously presented) The method of claim 22, wherein said communicating includes purchasing goods or services.

14. (cancelled)

15. (previously presented) The method of claim 23, further comprising transposing an actual image of said actual location as said navigable image.

16. (previously presented) The method of claim 23, further comprising selecting links within said navigable image to provide detailed information for goods, services or a business.

17. (previously presented) The method of claim 23, further comprising purchasing goods or services from said website by selecting a link within said navigable image.

18 - 20. (cancelled)

21. (previously presented) A method comprising:

transposing an actual image of a group of adjacent storefronts along a city block as a navigable image within an internet site;

allowing a user to scroll a point of view of said navigable image left or right within said internet site by moving said point of view of said navigable image in a direction

along said city block while maintaining said point of view directed toward said group of adjacent storefronts; and

providing customer selectable links within said navigable image.

22. (previously presented) A method comprising:

providing a navigable image of a group of adjacent storefronts along a city block;

scrolling a point of view of said navigable image left or right within an internet site by moving said point of view of said navigable image in a direction along said city block while maintaining said point of view directed toward said group of adjacent storefronts; and

communicating between a remote computer and said internet site to navigate said navigable image and select links within said navigable image.

23. (previously presented) A method comprising:

scrolling images of an actual location as a navigable image on a website; and

navigating said navigable image in a left or right manner by communicating commands from a remote computer to a server computer hosting said website that move a point of view of said navigable image in a direction along actual store window displays while maintaining said point of view directed toward said actual store window displays to give a viewer an impression of walking down a street or strolling through a mall while viewing said actual store window displays.

IX. EVIDENCE APPENDIX

A Declaration Under 37 C.F.R. § 1.131 was submitted on January 24, 2005. A copy is attached hereto as Appendix A.

X. RELATED PROCEEDINGS APPENDIX

No copies of decisions rendered by a court or the Board are submitted, as no decisions rendered were identified in section II above.

XI. CONCLUSION

It is believed that all of the grounds of the Examiner's incorrect rejections have been addressed. Appellant therefore respectfully requests a complete reversal of the Examiner's rejection of claims 2-9, 11-13, 15-17, and 21-23.

Respectfully submitted,

Dated: January 3, 2007

By: _____
Michael Maliszak, Reg. No. 43,770
Michael P. Doerr, Reg. No. 52,825

HARNESS, DICKEY & PIERCE, P.L.C.
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(248) 641-1600

MAM/MPD

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.:	09/923,645
Filing Date:	August 7, 2001
Applicant:	Henry E. Argasinski
Group Art Unit:	2153
Examiner:	Yasin M. Barqadle
Title:	METHOD AND SYSTEM FOR VIRTUAL WINDOW SHOPPING
Attorney Docket:	9685-000001

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

APPENDIX A

Under 37 C.F.R § 41.37(c)(1)(ix), this Appendix A corresponds with Section IX, "Evidence Appendix," of Appellant's Appeal Brief and includes a copy of the Declaration Under 37 C.F.R. § 1.131 submitted on January 24, 2005.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Title:	METHOD AND SYSTEM FOR VIRTUAL WINDOW SHOPPING
Attorney Docket:	9685-000001

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

DECLARATION UNDER 37 C.F.R. § 1.131

Sir:

The undersigned inventor of the above-identified patent application hereby declares that:

1. I am the inventor of the above-identified application, which was filed on August 7, 2001 with the United States Patent and Trademark Office, and which claims priority to U.S. Prov. Pat. App. Serial No. 60,266,304, filed on March 20, 2001.

2. I completed the invention in this country prior to February 14, 2001, which is the effective date of U.S. Pat. Pub. No. US2001/0034661 to Ferreira.

3. The invention was conceived in the United States prior to February 14, 2001, as evidenced by the originally filed incomplete non-provisional application and the

Notice of Incomplete Non-Provisional Application issued by the U.S. Patent and Trademark Office. A photocopy of the originally-filed incomplete non-provisional application and the Notice of Incomplete Non-Provisional Application is attached hereto. The date that is blacked-out on the Notice of Incomplete Non-Provisional Application is prior to February 14, 2001.

4. The invention was constructively reduced to practice in the United States prior to February 14, 2001, as evidenced by the incomplete application and Notice.

5. I have never abandoned the application.

6. I hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 the United States Code, and that such willful false statement may jeopardize the validity of the application, and patent issuing thereon, or any patent to which this verified statement is directed.

Date: 1/18/2005

Henry E. Argasinski

UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS
UNITED STATES PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231
www.uspto.gov

APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/754,136	[redacted]	Henry Edward	

CONFIRMATION NO. 7291

FORMALITIES LETTER

OC0000000005815116

Henry Argasinski
21526 Prestwick Avenue
Harper Woods, MI 48225-2340

Date Mailed:

NOTICE OF INCOMPLETE NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

A filing date has NOT been accorded to the above-identified application papers for the reason(s) indicated below.

All of the items noted below **and a newly executed oath or declaration covering the items must** be submitted within **TWO MONTHS** of the date of this Notice, unless otherwise indicated, or proceedings on the application will be terminated *(37 CFR 1.53(e))*.

The filing date will be the date of receipt of all items required below, unless otherwise indicated. Any assertions that the item(s) required below were submitted, or are not necessary for a filing date, must be by way of petition directed to the attention of the Office of Petitions accompanied by the $130.00 petition fee *(37 CFR 1.17(i))*. If the petition states that the application is entitled to a filing date, a request for a refund of the petition fee may be included in the petition.

- The specification does not include at least one claim.

The application is informal since it does not comply with the regulations for the reason(s) indicated below. Applicant is given TWO MONTHS from the date of this Notice within which to correct the informalities indicated below.

The required item(s) identified below must be timely submitted to avoid abandonment:

- An abstract was not provided for this application. An abstract of the technical disclosure is required under 37 CFR 1.72(b).

A copy of this notice MUST be returned with the reply.

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UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No.	
First Inventor	
Title	
Express Mail Label No.	

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. ☒ Fee Transmittal Form (e.g., PTO/SB/17) *(Submit an original and a duplicate for fee processing)*
2. ☒ Applicant claims small entity status. See 37 CFR 1.27.
3. ☒ Specification [*Total Pages* 24] *(preferred arrangement set forth below)*
   - Descriptive title of the invention
   - Cross Reference to Related Applications
   - Statement Regarding Fed sponsored R & D
   - Reference to sequence listing, a table, or a computer program listing appendix
   - Background of the Invention
   - Brief Summary of the Invention
   - Brief Description of the Drawings *(if filed)*
   - Detailed Description
   - Claim(s)
   - Abstract of the Disclosure
4. ☒ Drawing(s) *(35 U.S.C. 113)* [*Total Sheets* 7]
5. Oath or Declaration [*Total Pages* 2]
   a. ☒ Newly executed (original or copy)
   b. ☐ Copy from a prior application (37 CFR 1.63 (d)) *(for continuation/divisional with Box 18 completed)*
      i. ☐ DELETION OF INVENTOR(S) Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
6. ☐ Application Data Sheet. See 37 CFR 1.76

ADDRESS TO:

Assistant Commissioner for Patents
Box Patent Application
Washington, DC 20231

7. ☐ CD-ROM or CD-R in duplicate, large table or Computer Program *(Appendix)*
8. Nucleotide and/or Amino Acid Sequence Submission *(if applicable, all necessary)*
   a. ☐ Computer Readable Form (CRF)
   b. Specification Sequence Listing on:
      i. ☐ CD-ROM or CD-R (2 copies); or
      ii. ☐ paper
   c. ☐ Statements verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

9. ☐ Assignment Papers (cover sheet & document(s))
10. ☐ 37 CFR 3.73(b) Statement *(when there is an assignee)* ☐ Power of Attorney
11. ☐ English Translation Document *(if applicable)*
12. ☐ Information Disclosure Statement (IDS)/PTO-1449 ☐ Copies of IDS Citations
13. ☐ Preliminary Amendment
14. ☐ Return Receipt Postcard (MPEP 503) *(Should be specifically itemized)*
15. ☐ Certified Copy of Priority Document(s) *(if foreign priority is claimed)*
16. ☐ Request and Certification under 35 U.S.C. 122 (b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent.
17. ☐ Other: .....

18. If a CONTINUING APPLICATION, *check appropriate box, and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheet under 37 CFR 1.76:*

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: ____/____

Prior application information: Examiner _____ Group Art Unit: _____

For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

19. CORRESPONDENCE ADDRESS

☐ Customer Number or Bar Code Label [redacted] or ☒ Correspondence address below

Name	HENRY ARGASINSKI				
Address	15216 FLEETWICK AVENUE				
City	HARPER WOODS	State	MI	Zip Code	48225
Country	U.S.A.	Telephone	(313) 885-7996	Fax	(SAME)

Name (Print/Type)	HENRY ARGASINSKI	Registration No. (Attorney/Agent)	
Signature		Date	[redacted]

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Box Patent Application, Washington, DC 20231.

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DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)

☒ Declaration Submitted with Initial Filing OR ☐ Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

Attorney Docket Number	
First Named Inventor	
COMPLETE IF KNOWN	
Application Number	/
Filing Date	
Group Art Unit	
Examiner Name	

As a below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

VIRTUAL WINDOW SHOPPING

(Title of the Invention)

the specification of which

☒ is attached hereto

OR

☐ was filed on (MM/DD/YYYY) ☐ as United States Application Number or PCT International Application Number ☐ and was amended on (MM/DD/YYYY) ☐ (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES	NO
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

I hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date (MM/DD/YYYY)	
		☐ Additional provisional application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

Burden Hour Statement: This form is estimated to take 21 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

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Under the Paperwork Reduction Act ... 995, no persons are required to respond to a collection of in... U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE ...tion unless it contains a valid OMB control number.

DECLARATION — Utility or Design Patent Application

Direct all correspondence to: ☐ Customer Number or Bar Code Label [ ] OR ☒ Correspondence address below

Name HENRY ARGASINSKI

Address 21576 PRESTWICK AVENUE

Address

City HARPER WOODS | State MI | ZIP 48225-2340

Country UNITED STATES | Telephone (313) 885-8995 | Fax (SAME)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR : ☐ A petition has been filed for this unsigned inventor

Given Name (first and middle [if any]) HENRY EDWARD | Family Name or Surname ARGASINSKI

Inventor's Signature | Date [redacted]

Residence: City HARPER WOODS | State MI | Country U.S. | Citizenship CDN.

Mailing Address 21576 PRESTWICK AVENUE

Mailing Address

City HARPER WOODS | State MICHIGAN | ZIP 48225 | Country U.S.A.

NAME OF SECOND INVENTOR: ☐ A petition has been filed for this unsigned inventor

Given Name (first and middle [if any]) | Family Name or Surname

Inventor's Signature | Date

Residence: City | State | Country | Citizenship

Mailing Address

Mailing Address

City | State | ZIP | Country

☐ Additional Inventors are being named on the ___ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

VIRTUAL WINDOW SHOPPING

GENERAL DESCRIPTION:

Any graphic or electronic display portraying retail or professional establishments in a visual form representing a city or town streetscape or shopping mall storefront environment and the ability to provide information on behalf of an establishment portrayed through such a display.

Virtual Window Shopping is intended to be displayed on a computer or personal handheld device, using HTML and Javascript internet language as a platform.

Virtual Window Shopping is intended as a form of advertising for retail and professional establishment, their products and services only, represented in the manner stated above and in reference as related to the term and commonly associated as "Window Shopping". Virtual Window Shopping is always characteristic of a city or town streetscape or shopping mall storefront environment represented by a 3-D photographic or other graphic image having the ability to scroll and show movement, thereby having the appearance of and ability to provide "(Virtual) Window Shopping".

Storefronts may be represented through three-dimensional ("3-D") photographs or graphically, and stitched together to form a "city block" or section of a shopping mall or plaza. This representation would have the ability to move the point of view from left to right (or reverse) to give the viewer an impression of walking down a street or strolling through a mall. Actual store window displays would be visible in the view, which would represent the actual display as found in the physical storefront, and may be updated as necessary.

The viewer would have the ability to click a html link or "hot spot" on the street or mall scene which would change the scene to one of the following:

1. Open a three-dimensional moving scene of the interior of the selected store, allowing the viewer to see merchandise on sale or view the services provided;
2. Open an adjacent street scene or area of a shopping mall (representative of "going down the block");
3. Open a display showing specific details of a highlighted item or service;
4. Open a page containing an internet web site related to or provided by the specified store;
5. Open a page containing more information on the specified location (for example, a directory board representing tenants of an office building);
6. Open a link to third-party software or javascript programming enabling computer-to-telephone communication which would allow the viewer to speak with representatives from the specified store or service in order to inquire on merchandise for sale, services provided or to make a purchase of an item viewed through this display.

DISCLAIMER:

Virtual Window Shopping does not make any representations on performing any function related to sales or being an agent on behalf of any retail store or service, and does not make any claims to perform any service related to sales, either physically or through the internet, other than to act as an advertising medium.

SERVICE AND TRADE MARKS:

VIRTUAL WINDOW SHOPPING is currently registered by the patent inventor/applicant as a Service Mark in the State of Michigan, and pending Trademark application before the United States Trademark Office.

BRIEF DESCRIPTION OF THE ATTACHED DRAWINGS:

FIG. 1 shows the main page from the Your Town Host Virtual Window Shopping Internet web page showing an example of a street scene and links to Various neighborhoods, communities and shopping malls. Each link allows the viewer to visit a scene representing the selected community or shopping mall.

FIG. 2 shows a typical community street scene using 3-D photography. There are directional links to adjacent areas (for example, "the next city block on that street").

FIG. 3 shows a typical community street scene using graphic images.

FIG. 4 shows an interior scene from a shopping mall using 3-D photography. There are directional links to adjacent areas or levels within the shopping mall.

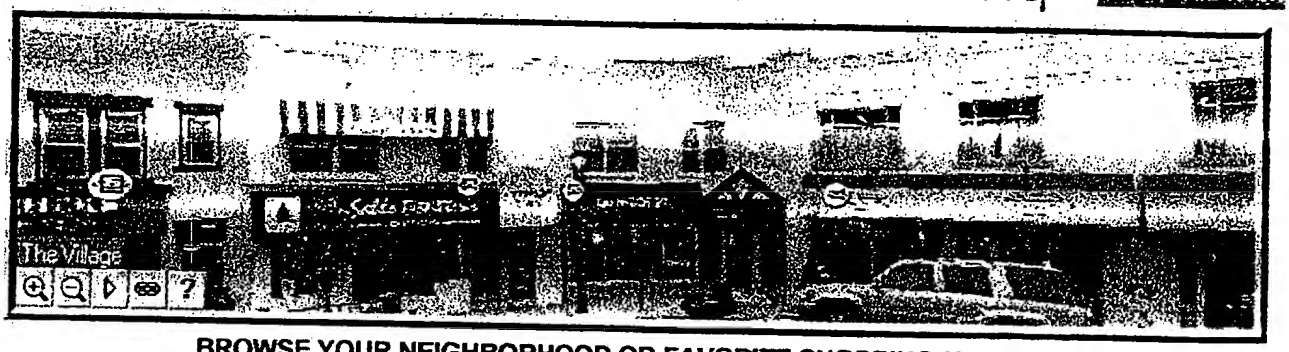
FIG. 5 shows the interior of a store displaying merchandise for sale using 3-D Photography.

FIG. 6 shows the interior of a restaurant using 3-D photography.

FIG. 7 shows the interior of a store (beauty salon) which performs a service.

Picture Your Ad Here!

YOUR TOWN HOST
VIRTUAL WINDOW SHOPPING™



BROWSE YOUR NEIGHBORHOOD OR FAVORITE SHOPPING MALL HERE!

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POINTE PLAZA

- Virtual Window Shopping
- Grosse Pointe Woods
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- Toronto-Sherway Gardens
- Grosse Pointe Mack-Allard
- Grosse Pointe-The Village
- Grosse Pointe-The Hill
- CONTACT US TODAY

What is Virtual Window Shopping

Get Together with Family & Friends

The World is Now in Your Home

How to Virtual Window Shop

Are You Ready to Start?

Do's and How To's

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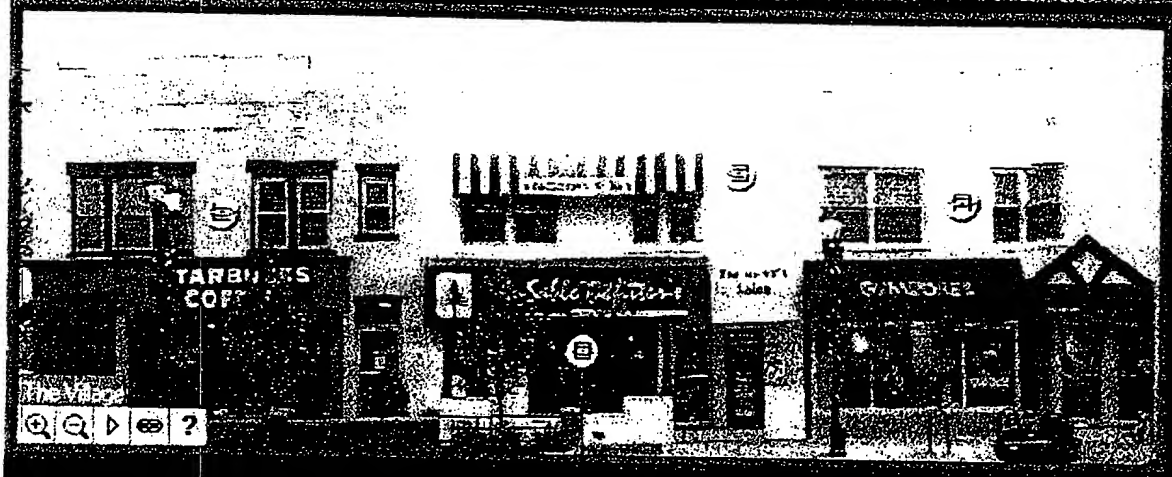
Grosse Pointe - The Village Shops on Kercheval



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Grosse Pointe Woods - Mack & Prestwick Avenue

PAT SCOTT JEWELERS

YOUR TOWN HOST

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Toronto - Sherway Gardens Shopping Center (The Bay Court)

HOME

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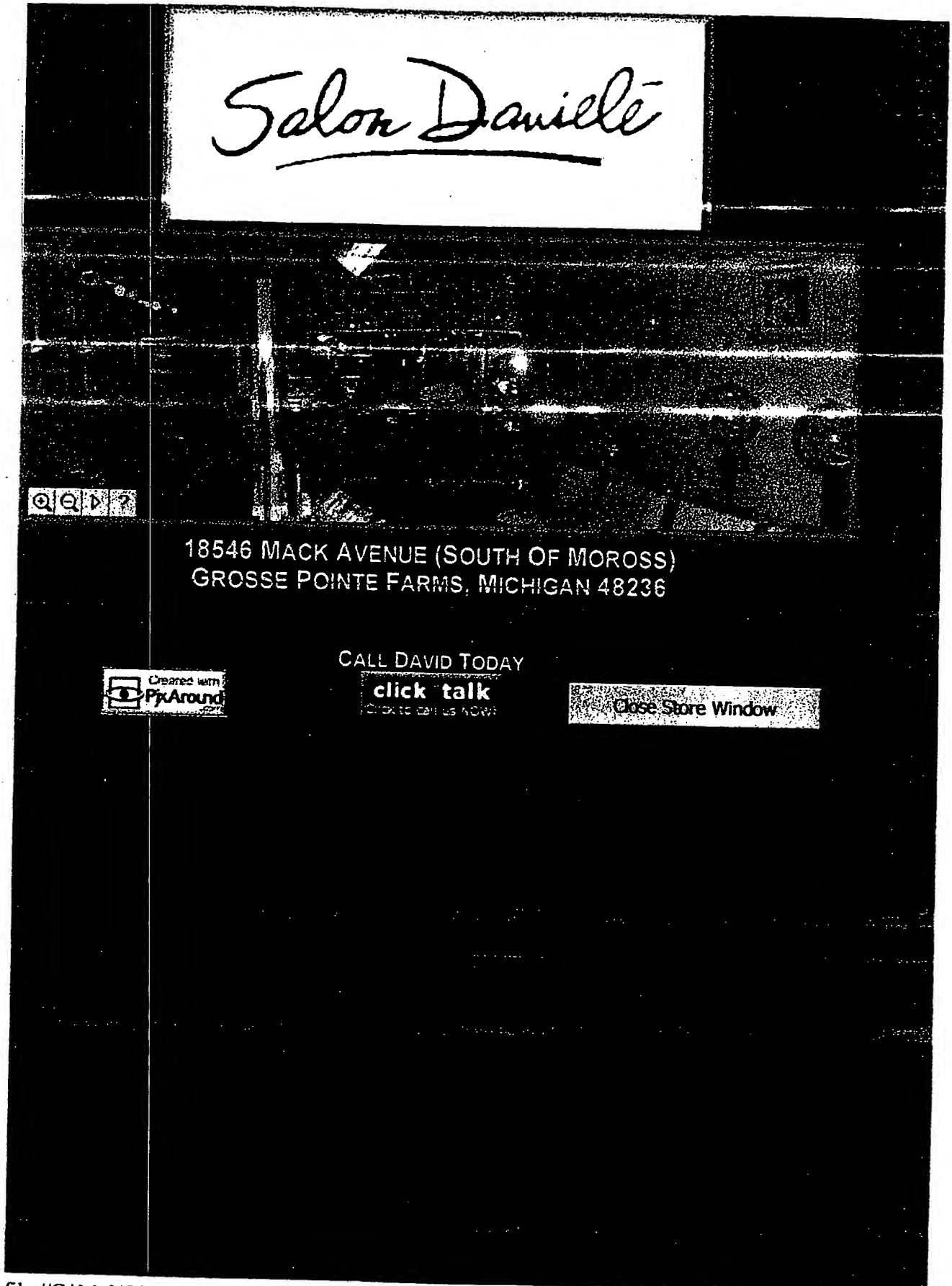
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